

RJ REYNOLDS

TOBACCO COMPANY

COPY

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April 16, 1997

RJR Account #129850
Mr. J. Smith
COOK WHOLESALE

JUNE DORAL B2G1F / PROMOTION #700272

Dear Jeff:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 9 skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Light Box	12300-24066	1
Full Flavor 100	12300-24063	1

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

May 12, 1997

Ship Date to Retail:

Week of: May 19, 1997

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7200 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$N/A

Non-EFT \$ Amount:

\$287.29

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-2-
B2G1F
COOK WHOLESAL

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF TWO DIFFERENT DORAL BRANDSTYLES (4 CTNS/ 3 CTNS)
BRAND STYLES: DORAL LT BOX / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED '*RETAILER LETTER*' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$9.80 (0.7 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc

cc: 162602

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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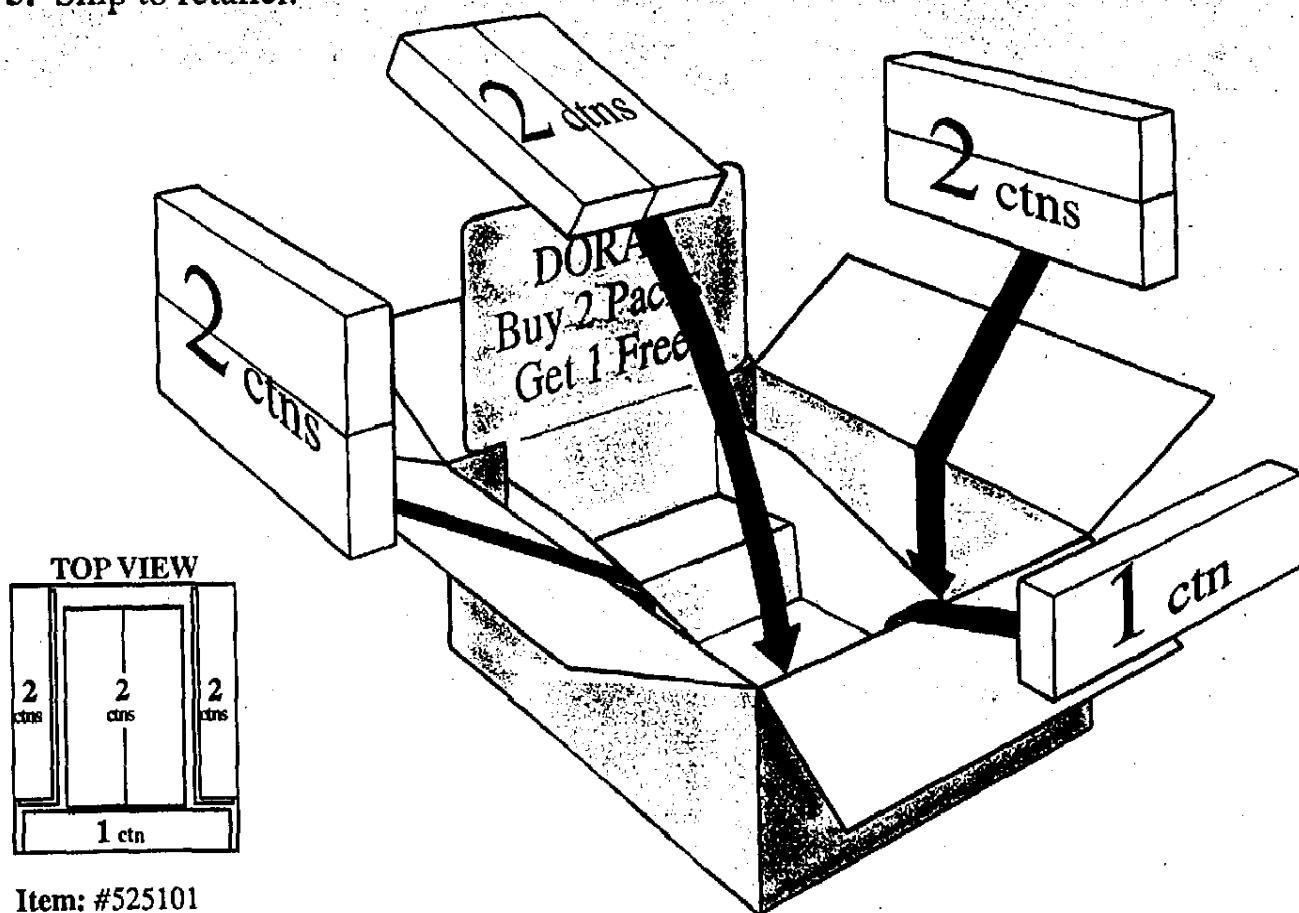
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR. '97

June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #525101

Description: DORAL June B2G1F Display/POS Kit

Brand Style	FF Box	LT Box	LT 100	FF 100		
Number of Cartons		3 (+ 4)		4 (+ 3)		

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RETAILER LETTER

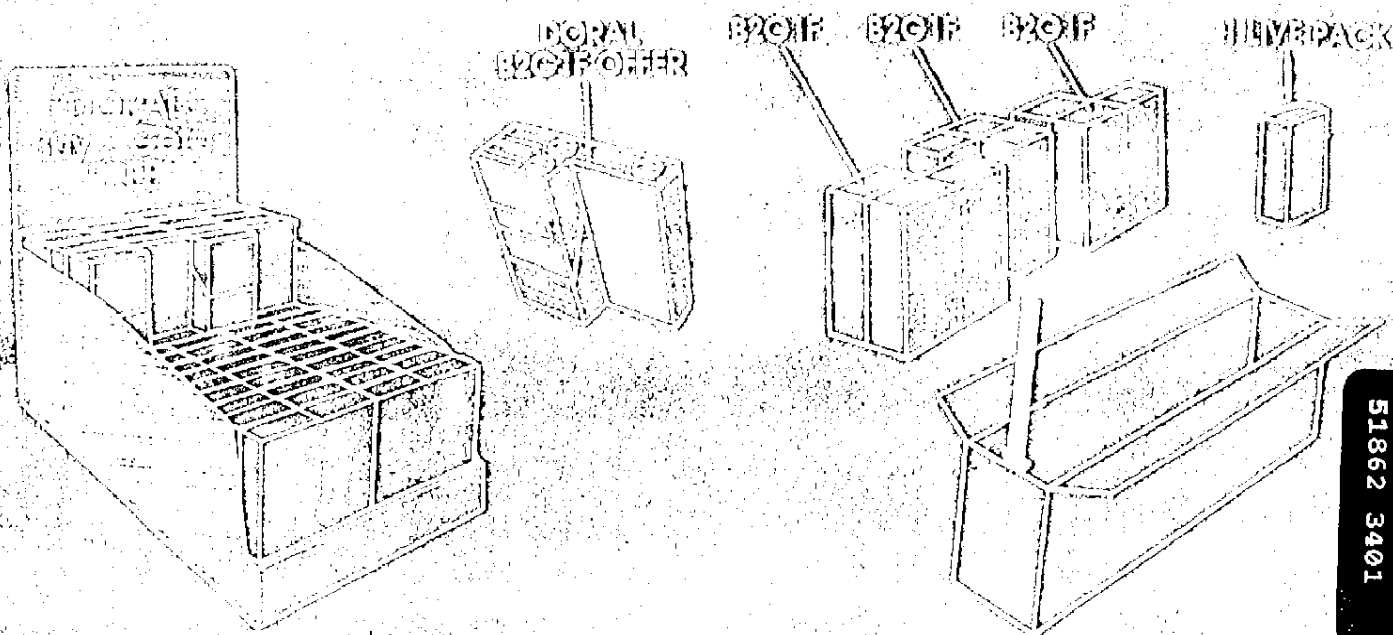
DORAL B2G III

o WE ASK YOU TO ASSEMBLE DISPLAYS AT YOURS FOR:

o EACH DISPLAY CONTAINS UNIFORMED POLICE OFFICERS

IMPORTANT NOTICE: THIS IS NOT A MISTAKE AT YOUR WHOLESALE! DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALE. PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SUPPLEMENT PLEASE CONTACT YOUR RUIR REPRESENTATIVE.



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BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 14
DATE: 97-04-07
TIME: 03:54 PMWHOLESALER : 129850 COOK WHOL. OF MEDINA, INC <DIRECT>
TEMPLATE : 700272 70600 DOR JUNE B2G1F
TEMPLATE SEQ : 0006
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162602	162622	397933	JUBILEE #367	342 E CENTER ST	MEDINA	NY	14103	1				(716)798-1285
162603	162225	397797	BELLS #2130/F	121 N CENTER ST	PERRY	NY	14530	1				(716)237-2910
162603	162624	440453	JR LEROY FOODS LTD	LEROY BELLS	LE ROY	NY	14482	1				(716)768-7637
162604	162225	268928	NUNDA JUBILEE	9045 STATE ST	NUNDA	NY	14517	1				(716)468-2220
162604		697358	STEW'S GROCERY	18 E MANITOU RD	ROCHESTER	NY	14612	1				(716)227-4898
162602	162621	268699	A N G MARKETS INC.	7127 BUFFALO RD	CHURCHVILLE	NY	14428	1				(716)293-2920
162602	162622	703259	CURVINS NEWS	540 MAIN ST	MEDINA	NY	14103	1				(716)798-4745
162604	162630	035864	NORTH GREECE GAS	3570 LATTA RD	ROCHESTER	NY	14612	1	NYS			(716)392-9921

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 8

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 8

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

05/22/97

ACCOUNT NUMBER: 129850 COOK WHOL. OF MEDINA
 VOUCHER NUMBER: 15354537 510 ORIENT ST
 DATE WRITTEN: 05/22/97 MEDINA, NY 14103
 STATUS: PAID
 AMOUNT PAID: 9.80 SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	0.70	9.80

EXPLANATION: JUNE: DORAL B2G1F PROMOTION #700272/SR 162602

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